INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

"STUDY ON IMPORTANCE OF CAMPUS RECRUITMENT FOR COMPANIES"

With Special Reference to SuccessR

SUBMITTED BY:

SAI KAUTHKAR

B.com (Honours) Semester VI

PROJECT GUIDE:

PROF. PIYUSHA TELANG

Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

INTERNSHIP CERTIFICATE

05.07.2021 – 31.10.2021

This is to certify that Ms. Sai kauthkar
has successfully completed
the internship program in HR Generalist
at SuccessR HR Tech Pvt Ltd.

TEJASVINI PISE

Co founder and
managing director

Letter of Recommendation

I highly recommend Ms. Sai Kauthkar as a candidate for employment. She was employed as an HR Generalist Intern with SuccessR HR Tech Pvt Ltd from 5th July 2021 to 31st October 2021. She was responsible for handling all the employment life cycle in which she was handling recruitment, onboarding, induction, attrition, exit formalities of the employees and Employee Engagement Sessions.

She has excellent communication skills. In addition, she is extremely organized, reliable and computer literate. She can work independently and is able to follow through to ensure that the work gets done. She is flexible and willing to work on any project that is assigned to her. She was quick to volunteer to assist in other areas of company operations as well.

She would be a tremendous asset to your company and has a highest recommendation. If you have any further questions to her background or qualifications, please get in touch with me.

Sincerely,

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

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SuccessR HR Tech Pvt Ltd

31.10.2021

SuccessR Hrtech Pvt. Ltd.| Room# 6, Plot# 22, Near Municipal School, Kherwadi, Bandra (E), Mumbai, Maharashtra, India 400051
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CERTIFICATE

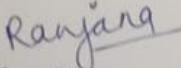This is to certify that the said internship project report titled **"Study on Importance of Campus Recruitment for Companies with special reference to SuccessR"** has been completed & submitted by **Ms. Sai Rajnikant Kauthkar** as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Piyusha Telang.
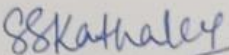
Date: 12|04|23
Place: Nagpur

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Project Guide

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First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at SuccessR. I am grateful to Ms. Tejaswini Pise Director, SuccessR pvt ltd for considering me for the internship in her esteemed organisation.

I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Piyusha Telang Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12-04-23

Place: Nagpur

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1. INTRODUCTION

1.1 Human Resource

The group of individuals that make up the workforce of the organization is known as Human Resources. Human capital, or the knowledge and abilities that people possess, is a more precise concept. The term people can be replaced by manpower. The Human Resource is the major workforce of the organization, comprising of individuals possessing knowledge and skills. They are an important asset without which functioning of the organization is impossible.

An organization's Human Resources Department manages human resources, and also performs other activities like supervising a variety of employment-related tasks like ensuring the labour laws and following the employment standards, conducting interviews and selecting employees, managing performance, retention, career planning, administering employee benefits, organising employee files with the necessary paperwork for future use, and managing some aspects of recruitment (also known as talent acquisition) and employee offboarding. Human Resource acts as a link between a company's management and its workers. Due to the labour-work provided by employees, human resource businesses play a significant role in developing and making a company or organisation at the beginning or making a success at the end. The goal of human resources is to demonstrate how to improve workplace interactions and to encourage employees' best work-place ethics for developing a better working environment . The two primary responsibilities of Human resource are administration and operations. Companies realised importance of considering Human Resource needs into account while setting goals and plans, which led to the introduction of the strategic planning component.

Maintenance and development of workforce is known as Human Resource Management. It is a department of a business which focuses on supporting employees of the organization and also looking after their welfare through employee benefit programmes. The practise of managing people to achieve improved performance is known as Human Resource Management. It focuses on enhancing business performance through better Human Resource Management. Quality of life at work, employee discipline, preventing sexual harassment, human resource auditing, maintaining working relationships, addressing employee welfare and safety concerns, communicating with all employees at all levels, and maintaining awareness of and compliance

with local, state, and federal labour laws are all tasks carried out by human resource management apart from On boarding & Off boarding of all employees.

The Human Resource Manager is the one who supervises the regular duties of the Human Resources (HR) division, including hiring and conducting interviews, paying employees, handling leave requests, and enforcing company policies and procedures. They take appropriate hiring decisions which help in fostering productive workplace for everybody.

Human Resource Manager contribute to the development of the necessary framework for success by considering the needs of the employees and company while abiding by government rules and policies. They also consult Top Management on some decisions affecting the organization on all levels.

1.2 FUNCTIONS

Roles and responsibilities of human resource varies from organization to organization. But some of the common responsibilities are recruitment and employee benefit programmes. They perform several other functions to which include:

- Human Resource Planning –

    Planning for human resources is akin to planning for the workforce. If the business is aware of the potential candidates required for the post, the right candidate will help in increasing the efficiency of the work. How many and what kind of individuals are needed by the organisation as per the job description., developing an understanding of how to work on a certain job, setting objectives, and devising effective plans of action to attain these goals. Understanding this will influence all human resources activities, including learning and development, performance management, and recruitment.

- Forming Policies –

    Every organisation has rules that guarantee consistency and proper working inside the organisation. These policies describe responsibilities of Human Resource Management. HRM, management, and executives are all involved in the process of developing policy. For instance, the Human Resources Management specialist is likely to identify the need for a policy or a modification in a policy, solicit

input on the policy, develop the policy, and then inform employees about the same. It is important to stress that HR departments cannot operate independently. Every action they do must involve all other organisational departments.

- Recruitment –

  One of the most crucial HR tasks is finding and hiring talent, which involves much more than just attending job fairs and reviewing resumes. This crucial HR activity includes creating job descriptions, posting job opportunities, screening and interviewing applicants, and assisting managers in making the best recruiting choices. While achieving the company's larger objectives of luring a diverse, multigenerational workforce, Human Resources managers must also prepare backup strategy to avoid uncertainties. Additionally, Human Resources managers frequently assist with the hiring and onboarding process by making job offers, settling salaries, and enrolling new staff in benefit plans.

- Compensation and Benefits –

  Another significant aspect of an HR manager's job is determining reasonable compensation rates and compiling a thorough list of perks. .The terms "compensation" and "benefits" relate to the annual salary or hourly remuneration of an employee, respectively. Human Resource targets to create a competitive, compelling offer that matches the candidate's qualifications and expectations. HR Manager examines competitors' pay policies and creates the compensation structure.

- Training and development –

  Offering ample opportunities for individuals to learn new skills and further improve their existing talents is advantageous to the company and employees alike. Strong professional development programmes can have positive effects on employee productivity, enhance performance and reduce turnover rates. When employees feel like their organization is investing in their growth, they are more likely to engage with and shape the company culture for the better. Human Resource Manager is also responsible for providing training sessions that align with the organization's strategic goals and legal responsibilities. Employers are in charge of providing employees with the tools they need to be successful, which frequently

involves providing new employees with thorough training program to facilitate their adjustment to a new organisational culture. Many HR departments offer professional development and leadership training on subjects including performance management and how to address employee relations issues at the department level.

- Staffing –

  To complete duties and work in the organisation, you need people. Humans are still required even with the most advanced technologies. As a result, staffing is one of the key responsibilities of Human Resource Management. The entire hiring process, from posting a job to negotiating a wage package, is included in staffing.

- Performance Management –

  The process of maintaining or enhancing job performance is known as performance management. Usually, assessment tools, coaching, and counselling are used along with constant feedback to accomplish this. The specific qualities of a company's workforce distribution, size, and other aspects influence how they decide to evaluate, coach, and reward their personnel. Performance management is crucial for maintaining employee productivity and engagement. Effective leadership, precise goal-setting, and honest feedback are all essential components of excellent performance management.

- Legal Compliance –

  One of the organization's primary responsibilities in terms of human resources is labour law compliance, labour laws or other regulations that specify the employment relationship. To guarantee that both employees and the business are protected, the Human resource management team is knowledgeable about these legal issues. This could involve calculating leave, legalising payroll, reporting to the government and taxes, etc.

Human resources development refers to the process of raising people's skill levels so they can produce more resources. Effective HR practises enable businesses to operate more profitably and effectively, which increases opportunities for them to launch new ventures and accelerate industrial development which boosts the economy. The culture of an organisation can be developed, reinforced, or changed in significant ways thanks to Human Resources. Because they can best utilise their intellectual nature to produce more resources by putting information, skills, and technology to work, people play a vital role in human resources.

Studies claim that technological advances are replacing human resources and reducing their value and effort. However, since only people are able to create technology and machinery, people are also required to use them, if not manage them. Because of this, businesses are always looking for bright, capable, and qualified individuals to aid in the growth of the company.

Therefore, even if artificial intelligence has taken over a lot of duties recently, humans are still essential resources for every organisation since they possess judgement skills that are unmatched by machines.

1.3 RECRUITMENT

The process of finding potential employees and encouraging them to apply for positions within the organisation is known as recruitment. This step involves locating the potential candidate or determining the sources of potential candidate. There are numerous recruitment channels a company can use.

Sources of recruitment :-

In order to find potential employees, sources of recruitment refers to various ways of getting in touch with job seekers. sources of recruitment are the channels through which potential candidates are informed about open positions.

There are two generally recognised sources of recruitment: Internal and External

1. **Internal-**

Internal sources of recruitment refer to the hiring of workers who are already on the company's existing payroll. The employee may be made aware of the position's vacancy through internal communication. Internal candidates are already familiar with the organization's policies, culture, and functioning and thus requiring less training compared to external source of recruitment, making internal sources of recruitment an efficient and effective way to fill vacancies.

- Promotion - The term "promotion" refers to an employee's change in designation. It involves moving the current worker to a higher position within the organisation, giving that worker more responsibility, and increasing their pay. Typically, businesses fill higher positions with employees who have already held lower positions. Promotion encourages other staff members to put in extra effort in order to be considered for promotion.

- Transfers - The term "transfer" describes the transfer of a current employee from one department to another within an organisation.

2. **External**

External sources of recruitment aim to hire individuals who have never before been hired by the organisation. The addition of new talent to the workforce promotes the expansion and development of the company. This type of recruitment has the potential to bring in highly talented and motivated employees who have not been exposed to the organization's culture and can add new perspectives to it.

- Direct Recruitment :

A notice describing the details of the job opening is posted on the organization's notice board under the direct recruitment procedure. On the given date, applicants gather in front of the organization's venue, and candidates are chosen right then. Direct hiring is frequently used to fill temporary openings for unskilled or semi-skilled positions. These employees are referred to as casual or 'badli' workers, and they are compensated on a daily wage basis.

This method of hiring is very affordable because there are no expenses associated with posting job openings. When there is a rush of work or when some permanent workers are absent, it is appropriate for filling casual vacancies. This method of recruitment is beneficial for employers, as it allows them to quickly find workers to fill a sudden increase in demand without having to pay for the advertising costs. However, this method of recruitment is not beneficial to the employees, as they are not guaranteed a job on a regular basis and there is no job security for them.

- Causal Callers :

A large number of reputable businesses maintain a database of anonymous applicants in their offices. Such job seekers could be an important source of labour. To fill openings as they occur, a list of these job seekers can be created and screened. The main benefit of this source of hiring is that it makes workforce recruitment in comparison less expensive than it would be from other sources.

The major advantage of anonymous job seekers is that it is a cost-effective recruitment option since there are no fees involved in recruitment which is especially beneficial for smaller companies. Not only this source of recruitment reduces cost but it also ensures that certain pool of qualified candidates is available for quick selection and implementation.

- Advertisement :

When a wider selection is required, advertisements in newspapers or trade and professional journals are typically used. By using this method, the majority of senior positions in both business and industry are filled. The benefit of posting open positions is that more details about the company and the position can be included in the advertisement. The management has a wider selection of candidates to choose from when a position is advertised

 Leading newspapers may publish advertisements. Its drawback is that it might prompt a vast amount of responses, often from candidates who are completely unqualified. On the whole, however, the benefits of advertising vacancies outweigh the drawbacks Advertising vacancies has been seen as an effective way to get the word out about job openings.

- Employment Exchange:

Government job exchanges are regarded as a reliable source of hiring for both skilled and unskilled operational positions. In some situations, the law indicates that job openings must be voluntarily reported to the employment agency. Therefore, by acting as a channel between job seekers and employers, employment exchanges assist in balancing the supply and demand of human resources.

 Unfortunately, the employment exchange's records are frequently out of date, and many of the candidates they refer may not be suitable. By providing them with accurate data, such as details about the educational background and transferable skills of job seekers and the kinds of employees that employers are looking for, employment exchanges can improve their efficiency.

- Campus recruitment :

For technological, skilled, and general management jobs, colleges and institutes of management and technology have become a popular source of hiring. To find qualified candidates for various jobs, many large organisations maintain close ties with universities, vocational schools, and management institutions. Recruiting from educational institutions is a well-known business practise. Campus recruitment is what is meant here.

In many organisations, campus recruitment is now an essential component of the hiring process and the job market. It gives recent graduates the chance to begin their careers in an organisation while also giving employers access to candidates who have a variety of skill sets.

- Recommendations of Employees:

Candidates recommended by existing employees, as well as their friends and family, may prove to be a reliable source of new hires. Since their backgrounds are sufficiently known, such applicants are probably going to make good employees. Preliminary screening occurs because current employees are familiar with both the business and the candidates, and they want to please both parties. This method of recruiting can also be less expensive because it does not require advertisements or other recruitment-related costs.

- Web Publishing :

There are many websites offering job positions. There are websites specifically created and devoted to the task of disseminating information about job seekers and open positions. In fact, websites like www.naukri.com, www.jobstreet.com, etc. are frequently visited by both potential employees and the businesses looking for qualified candidates. The introduction of the internet has drastically changed the hiring process for both employers and job seekers by giving both a platform to interact and easily share information.

1.4 Campus Recruitment

Campus recruitment is a program of providing jobs to students by educational institutes. Also known as campus hiring, it is a program which connects college students to companies which help in recruitment and hire them after graduation. In such cases young and fresh talents are hired immediately in the companies from colleges. These opportunities are generally given to the students who are near to completion of their graduation. Companies start looking for freshers to fill their vacant positions through various campuses. Campus recruitment is a strategy for sourcing, engaging and hiring young talent for internship and entry-level positions. College recruiting is typically a strategy used by medium-to large-sized businesses with high volume recruiting needs, but it can range from minimal efforts (such as collaborating with university career centres to find potential candidates) to large businesses. Campus recruitment often involves working with university career services centres and attending career fairs to meet in-person with college students and recent graduates.

Campus recruitment, refers to the methods employed by companies to locate, attract, and hire talent. Graduates can find internships, full-time entry-level jobs, and even temporary work as they look for new opportunities. Medium- and large-sized businesses with large employment capacities typically prefer on-campus recruiting. Businesses annually spend a large sum of money on on-campus recruitment campaigns in an effort to find the best talent. In order to speed up the hiring process, they also frequently use a variety of campus recruitment technologies. Given the exponential growth of millennials and freshmen, conducting campus recruitment and hiring new talent has become a crucial part of the hiring process for most businesses.

Young talent acquisition is going to become an increasingly competitive field. Majority of recruiters frequently visit prestigious colleges and institutions and make collaboration with them. Hiring new employees is one of the most favourable moves for businesses because it is always a good idea to bring in young, enthusiastic, devoted people who are eager to experience new things and are full of fresh ideas. It is always a good idea to bring in young, enthusiastic, dedicated individuals who are eager to experience new things and are full of fresh ideas, making

hiring new employees one of the best moves for businesses. They provide the organisation with the necessary ambition, diligence.

Campus recruitment participants include:

- Hiring Managers - Recruiters and hiring managers are the company's representatives when it comes to hiring on campuses. They are the ones who hire college students for open positions in their business.

- College students - Behind hiring managers, students are the second-most significant group at campus drives , since they are the ones who apply for internships or placements during their senior year. It is one of the best ways for college students to start their careers. Due to the companies' presence on campuses and the numerous opportunities they present, students find it much simpler.

- Placement Cells - Placement cells act as a link between potential employers and job seekers. These placement cells link businesses with one another. They arrange the entire hiring process, taking care of the students, setting up interviews, etc.

Campus recruitment is advantageous to company as students are a great source of current information. They can offer fresh perspectives and alternative approaches to problems that a business may be currently facing. They are more skilled at innovative thinking.

Also a significant portion of the worldwide workforce today began their careers before technology took over the business world, and as a result, their capacity to follow and use computer processes and applications is restricted. College students are expected to be more familiar with computer processes and applications because they were raised in a generation that is more reliant than ever on computer technology; if they are not, they are likely to pick them up more quickly than someone from an older generation.

Freshly graduate students put themselves in a situation to avoid being disruptive because they want to learn as much as they can during the early stages of their careers. They might be simpler to manage than someone with extensive work experience.

Company can add a great asset by hiring someone with little relevant experience who also has new ideas, knowledge, and a desire to learn and succeed, and the company won't have to pay them as much as they would for someone with a lot of relevant experience.

A college student's ultimate objective is to secure a job by the end of their last year of study. The majority of colleges in India hold campus recruitment drives that let reputable businesses hire the best students while they are still in college. But if somehow student are unable to score a job through campus placements, they go on search for off campus placements.

It is up to students' ability to take advantage of the best opportunity to secure the best campus job for themselves since both on-campus and off-campus placements have their advantages and disadvantages.

On Campus Placement

Campus placements are when large businesses come to your college or university and conduct student recruitment interviews. These interviews, which consist of multiple rounds, are frequently held in prestigious colleges and universities.

The majority of students are placed through campus placements. Many students struggle to find employment and may even hold multiple offer letters in an effort to negotiate a higher pay. Only a few get their dream job and others get a fairly decent package. While some don't even get placed.

It saves time and energy. The jobs available on campus are simple to apply for. The company sends recruiters to well-known and reputable colleges across the nation to offer jobs to qualified applicants. This helps you save the necessary money and time for job searching.

Here, students have to compete with only their peers rather than a whole community. Most colleges only have a small population of students, so it's relatively simple to stand out among a select group of applicants to recruiters. This gives a sense of confidence to the students since they are more aware of their competition and also have higher chances of being chosen.

Most of the time, the businesses hire from prestigious universities that have a reputation for producing excellent students. In a similar manner, prestigious universities only permit the best businesses to hire students for jobs on campus.

When the company works hard to plan a placement drive in colleges, it doesn't come up empty-handed. Students can take advantage of this. Companies provide various facilities and opportunities to students, like internships, scholarships, or pre-placement offers.

Moreover, campus placements can also put immense pressure on students who have to prove their worth in a very short time period .

Off Campus Placement

Students have to compete against the entire outside world in off-campus placements rather than their own peers. However, given that their abilities are properly assessed in a proper manner, the competition is still very fair. As a result, interviewer will be able to gauge both their skill level and their desire and need for further education. Thus, off-campus placements can serve as a platform to hone your skills and get exposure to the real world of work.

Off-campus employment enables students to search widely and outside of their comfort zone for the ideal job opportunity. It is impossible to compare an interview or group discussion to the exposure and knowledge gained during this job search process. With off-campus placements, you get the chance to interact with a wide variety of people and organizations and gain invaluable insights into different areas of business.

Off-campus placements give them the chance to gain insight into a variety of career options. They can pick a topic that has nothing whatsoever to do with their academic background or

find something that perfectly complements their knowledge. In addition, they are free to work for small or medium-sized businesses instead of big corporations like HCL, Wipro, TATAwhich only hire through on-campus placement programmes.

More internal satisfaction can be found through off-campus employment than it can through on-campus employment. The overall experience is made much more pleasant by the sense of independence, freedom, and self-pride. An off-campus job allows students to better understand the world around them, both professionally and culturally.

There are many stops along the way where you must interact, communicate, and share knowledge with various people in order to find the ideal job at a desirable company. More knowledge can be acquired through these interactions with foreign environments than through reading a textbook. Through these interactions, we can learn how to think outside the box and develop a broader view on how things work in the corporate world.

Well, finding a job through off-campus placements may be a time-consuming and demotivating process, but the reward will be worth it in the end. The journey is however fraught with difficulties. Off-campus placements have drawbacks, including increased competition, slim chances of success, a time-consuming process, and intense interview questions.

Campus placements also have drawbacks. The meagre compensation provided to students, the fact that entry-level jobs aren't always what they seem, that joining can be postponed indefinitely, and the fact that only a small number of companies attend placement drives limit opportunities to the barest minimum for only a small number of students.

1.5 SWOT ANALYSIS

An abbreviation for strengths, weaknesses, opportunities, and threats is S.W.O.T. Opportunities and threats are external factors, while weaknesses and strengths are internal factors. The role of the HR department in achieving the organization's mission can be determined by analysing these dimensions. Understanding the HR department's strengths and weaknesses can help identify what skills or resources need to be developed in order to maximize opportunities and minimize threats.

HR must first research and comprehend the organization's mission, including both the stated mission and any possible unstated agendas held by the company leadership, before conducting a S.W.O.T analysis.

❖ **Strengths**

1. Technology-

    We are surrounded by a rapidly evolving technological environment. The technological tools have significantly shortened the processing times for many previously time-consuming HR tasks. The use of technology in HR operations would, however, help the business improve operational efficiency and save a lot of time. Utilizing technology, businesses can automate HR procedures like hiring, performance evaluations, salary determination, and benefits administration.

2. Low Employee Turnover-

    Employee happiness and retention are indicators of a low turnover rate. Attrition is never a positive indicator. However, if workers are being kept on, it shows that HR is doing a good job of keeping in touch with them, upholding The number of employees who leave during a specific time period is referred to as the turnover rate. their rights, and keeping them happy at work.

3. Compensation Benefits-

    Satisfied staff are those who receive compensation that is on par with the best in the sector and is equivalent with their abilities and dedication. The HR department is a major asset to the company because it can guarantee employee retention by working to create the ideal package for the employees.

4. Compliance with HR-

It is advantageous for the company when the HR team and the other employees get along well. Productivity rises as a result of happy employees and management. Everyone is happier when HR and the rest of the organisation work together to create that environment. Positive word-of-mouth advertising would consequently project a favourable image of the business.

5. Safeguarding worker rights-

Employees are worried about defending their rights everywhere because, in spite of rules and laws, they still experience discrimination at work based on factors like gender, religion, ethnicity, and race. HR managers have a responsibility to uphold employee rights because doing so strengthens the bond between staff and the company and boosts productivity.

❖ **Weakness**

1. Biased Thinking-

The HR department hires the kind of employees the company needs, and they have the authority to terminate employment for good cause. Since the HR department has a lot of power, it could be harmful to the productivity of the company if any of the team members are biased and decide to fire an employee or refrain from hiring them because of it. Additionally, they might employ unqualified people to perform favours for them.

2. Poor Reputation

HR management will need to put in extra effort if the company has a negative reputation in the market for any reason in order to improve productivity and project a positive image. People won't want to work for a company with a poor reputation, which makes the HR department's tasks even more challenging. It's because employees want job security and would be turned off by the HR department's casual attitude.

3. Uninspired Workers-

If workers are completely disinterested in their jobs and are merely getting by each day, it is a major problem for the HR department of the company. It indicates that they are unhappy at work because their interests are not being adequately protected. Therefore, it is important for

the HR department to motivate employees by providing job-related opportunities and recognition for their work.

4. Limited resources-

The HR division's main objectives are to allocate resources and raise overall company productivity. Some businesses struggle with tight budgets, making it difficult for HR management to carry out their duties.

Performance reviews, recruitment, and other HR operations would be challenging if the HR department had a small budget. Employees would experience dissatisfaction and disappointment pertinent to their jobs, which would have an effect on the entire organisation.

❖ **<u>Opportunities</u>**

1. HR Procedures

The HR division can update its policies in an effort to raise general employee satisfaction and productivity. The HR team will be able to develop strategic measures to accomplish this goal by conducting thorough research. With the goal of boosting morale, HR policies can be revised to include incentives for employees in terms of recognition and rewards, opportunities for career growth and development, as well as provisions that ensure equitable working conditions

2. Skilled Work

As more people become aware of the value of education and skill development, a large number of educational and vocational training institutions are sprouting up all over the place. Increased access to skilled labour on the market as a result. Managers of human resources have the chance to appoint qualified individuals to lead the business towards expansion. Hiring skilled labor helps an organization gain a competitive edge over other competitor and enables them to maximize the returns on their investments in employee training and development

3. Large HR Budget-

The primary goal of the human resources department is not to make money; rather, it is to allocate and distribute the company's resources. The HR department faces difficulties

when their budget is constrained. Future company performance would be enhanced if HR had greater access to funds and resources. A large HR budget gives the human resources department the ability to properly allocate and distribute resources, allowing it to make well-informed decisions on how best to hire, promote, and retain talented employees.

4. Tech Innovation-

The organisation should become more technologically advanced overall thanks to the HR department. Artificial intelligence (AI) can significantly boost the company's productivity. For instance, there are numerous opportunities and potential uses for virtual reality technology. Employee training and development can be improved with virtual machines rather than spending money on it. Utilizing technology could give the HR department a market advantage.

❖ **THREATS**

1. Training & Competency-

This risk affects all aspects of company's daily operations. Failures in training and competency are frequently the result of a fairly terrible or lacking scheme that doesn't prepare your employees for success. Here, carelessness of training deficits are frequently the root causes. The outcomes range from liability lawsuits filed by clients or unassociated third parties, a hacking incident, a claim for employment liability, repeated workers' compensation injuries, and even the disastrous effects of an employee death. The majority of Risk Management Services programmes place a strong emphasis on training. Companies that don't provide the necessary training expose themselves to liability risks and leave their employees inadequately to deal with challenging circumstances. Training is a crucial component of risk management services because it enables staff members to comprehend the accurate protocols and safety requirements that must be followed.

2.Network and Data Security-

There are numerous ways for hackers to access network and data. The behaviour of employees is one of the most frequently used channels. The staff is on the front lines of fighting invasion, or they may be opening the door so a hacker can walk right in. This could be done by opening suspicious emails or by willingly sending log-in credentials or financial information. Training and awareness are crucial in this situation because the causes are typically related to improperly

followed procedures. Therefore, it is crucial that every employee understands the value of appropriate security measures, such as existing security software, strong passwords, and two-factor authentication. Otherwise company has to bear expenses such as for lost data , price to replace the data and any more.

3.Theft & Embezzlement-

Theft is a very common and frequently challenging risk of loss to guard against. Every year, there is a report about a employee who stole a sizeable sum of money from their employer. The reasons for this can vary, but frequently it arises from a worker who has run into financial difficulty, has a behavioural problem, or is resentful and wants to make things right. The ultimate losses in this situation are any irrecoverable assets, the loss of an employee and any negative publicity related to the event.

4.Worker Injuries-

 Although some worker injuries can be avoided, stopping them all is impossible. They do occur occasionally. While some of them may be the result of freak accidents, they frequently arise from unsafe working conditions, improper protocol, or external influences. Companies must take care to ensure that their employees are properly trained in safety procedures and that their workplace is safe.

1.6 COMPANY PROFILE

SuccessR is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management. Apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.

The company's broadcasted motive is -

"Identifying and engaging the right people. That is what we do. But only if those people truly represent the answer to the question. The real question is rarely: who are you looking for? But often: where do you want your company to go? We chase the questions behind the question and help you to develop a sustainable talent strategy"

Date of incorporation	3, July,2020
Company type	Non – Government (Private ltd by shares)
CIN	U72200MH2020PTC341402
Authorized capital	RS 100000
Paid up capital	RS 80000

OUR MISSION

"What we do"

We're on a mission to improve the impact of human resources in organizations through sustainable talent acquisition and retention strategies.

Success R is on the mission to optimize businesses through human resources. by identifying the potentially right fit for the organisation.

OUR VISION

"Why we do it"

We believe that HR is the most important department in any company. It holds things together and deals with innumerable human variabilities but often doesn't have the right tools to realize its full potential and deliver great results.
We want to be the platform which harnesses this potential and helps the business grow

SOCIAL MEDIA HANDLE

INSTAGRAM
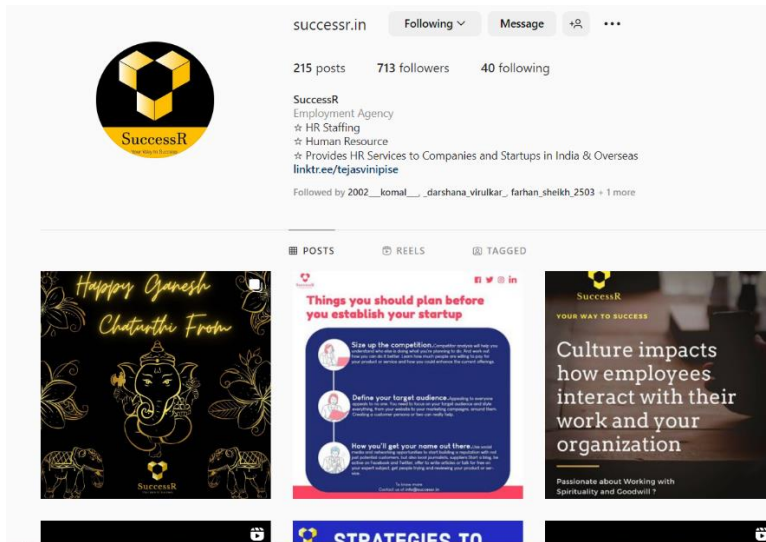
TWITTER
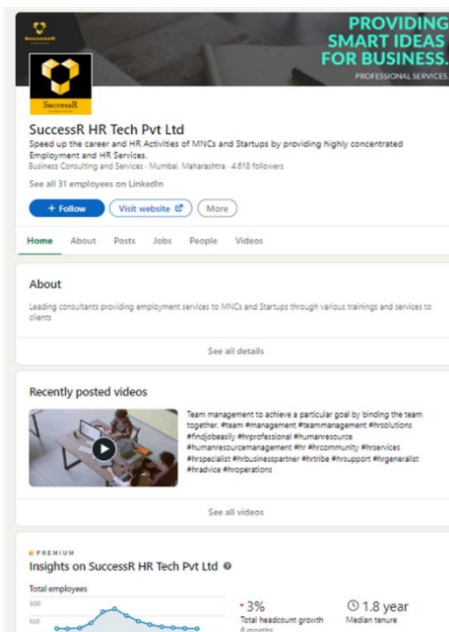
1.7 INTERN ROLE

As an Human Resource Intern, designated tasks were:

➢ To compile information on placement coordinators at various colleges

➢ Contacting placement coordinators about the organization's recruitment needs

➢ Conducting candidate interviews and selecting potential candidates

➢ Maintaining records

➢ Gathering the selected candidates' documents

➢ Providing joining letter to selected candidates via mail

➢ Providing candidates with internship completion certificate

2. <u>PROJECT OVERVIEW</u>

2.1 OBJECTIVES

1. To study the functions of Human Resource and to investigate the value of Human Resource in any organization currently .

2. To study the impact of campus recruitment for the company.

3. To understand different ways in which company conducts campus drive in an university.

4. To analyze the effects of Human Resource on the overall functioning and success of organizations.

2.2 LIMITATIONS

Campus Recruitment may assist business in their pursuit of the best talent available still it may prove to be a liability in some situations.

- **Outdated Practices**

If businesses want to hire young people, they must go where the people are. These candidates may show up at career fairs and submit their applications in person. Companies will discover that refocusing their college recruitment efforts online will yield more impressive outcomes. New talent wants to see their businesses online. Therefore, companies need to quickly change to the digital world.

A part of this is having a vibrant social media presence that encourages and participates in discussion. Businesses can show students why they are great places to work and what they have to offer by using digital channels. If they don't, they might miss out on some top candidates for jobs. Furthermore, businesses must become active participants in virtual events, such as job fairs and career conferences to ensure that they reach the right audience and engage students in meaningful conversations.

- **Limited Staff and Time**

The majority of campus recruitment campaigns have a standardized format. The manual or "traditional" hiring process is frequently tedious, slow, and yields unsatisfactory results. To complete the entire hiring process, businesses send a select number of their employees to the universities. Coordination of the entire campaign presents a number of difficulties given that the staff is now greatly outnumbered by the candidates. It becomes difficult for campus recruiting teams to find the time to effectively reach out to and engage enough candidates to meet their hiring needs. Not only do talent acquisition teams not have enough time to screen and interview enough candidates in-person, but they are also frequently reluctant to reach out to broader audiences, missing out on qualified hiring opportunities as a result.

- **Failing to deliver a positive candidate experience**

Students have a wide range of options when it comes to their job search because the recruitment sector is a candidate-driven sector. Companies run the risk of losing out on the

best candidates during the campus drive if they don't take the time and effort to make a good first impression. Any candidate would be far more impressed by a company using modern technology for their hiring campaign than by those using the traditional labour-intensive techniques. In an extremely competitive and crowded market, out-of-date campus recruitment methods don't stand out.

In the digital era more than any other, failing to deliver a positive candidate experience has a significant negative effect. When their expectations aren't met, students and candidates are quick to voice their opinions, and social media just so happens to give them a much wider audience. In light of this, it is now equally crucial to pay close attention to both your hiring process and your target candidates

•**Resumes are the only way to select a candidate**

Many times, employers only look at the resume and miss out on qualified candidates. Additionally, employers who receive a lot of applications lack the time to thoroughly review them. By giving students the chance to promote themselves in a video CV or just video interviews, employers can get a more comprehensive understanding of their candidates.

Although they are only words on paper, resumes are a crucial part of the hiring process and are necessary to land a good job. The truth is that candidates are much more varied diversified, and there are a number of essential qualities of great hiring that recruiters cannot determine from a resume.

•**Lack of Brand Awareness**

Many businesses are having trouble finding young talent. There are significant MNCs and businesses that are well-known, but many others are not as well-known. This doesn't imply that they aren't desirable employers. These small to medium-sized businesses must showcase their staff members and organizational culture in a way that communicates to potential candidates what the company stands for and how it operates.

Since potential candidates are unsure of the brand's or company's values, they decide not to apply for them, this branding gap is frequently a significant problem in campus recruitment.

3. <u>PROJECT ANALYSIS</u>

3.1 Selection Procedure

For internship programmes at GS College, few organisations held campus recruitment drives. One of them being SuccessR. It is a start-up that offers outsourcing services to other businesses. SuccessR has established itself as a trailblazer in offering internship opportunities to GS College students, enabling them to gain priceless knowledge and experience while positively impacting the expansion of their own organisation.

Online campus recruitment for SuccessR took place in July 2021.They held campus hiring practices for a range of job positions which included Human Resource, Digital Marketing, Content Writing, Graphic Designing. Students had to fill out a Google Form to apply, and if they made the short list, they had to appear for an interview. The steps in the selection process that had to be completed were filling out the application form and attending the interview.

For the application process, students had to fill out the Google Form and provide information regarding their qualifications, academic history, and any extra-curricular activities they had been involved in and also their personal details. After filling out the form, students had to wait for their shortlisting status for the interview process. The students were required to participate in an interview (A discussion between an applicant and a possible employer is known as an interview. It is a selection procedure meant to help employers in assessing candidates' abilities, their personalities and character qualities, and evaluating their topic knowledge) after being chosen for further consideration in order to check their knowledge. As the campus drive was conducted online, the interview was conducted via phone (The procedure of phone interview is similar to that of in-person interviews. This technique is used by hiring managers to assess the potential candidates).

As all the students were new, we were asked general questions in the interview. The interview questions focused on the job profile we had chosen to assess our knowledge about the job profile and our ability to handle tasks.

The questions asked were :

- Describe yourself
- What are your strengths and weakness?
- What do human resource manager actually do?
- What makes you worth hiring?

Joining letters were received in the mail shortly after being recruited. The internship began on July 5, 2021, and lasted three months.

Soon after joining, an online orientation programme was performed where information about the company and an outline of the work was given. We were introduced to one another and able to virtually get to know one another. During the orientation, we learned about the company's mission and values as well as those of its many departments. We felt comfortable and prepared for our work because we had the chance to ask questions and voice any concerns.

3.2 Responsibilities

As soon as we joined, an online orientation programme was performed where we were given information about the company and an outline of the work we would be doing by Director of the company. We were introduced to one another and were able to virtually get to know one another. During the orientation, we learned about the company's mission, culture, values as well as those of its many departments. We felt comfortable and prepared for our work because we had the chance to ask questions and voice any concerns.

After this we were assigned various tasks.

Data collecting was the initial task. It involved gathering information of placement coordinators from at least 50 institutions around the nation. This information was to be maintained in an Excel spreadsheet. The information had to include specifics like the name, phone number, and email address of the college placement coordinators. This activity was crucial because it was the initial step in making contact with the college placement coordinators.

The systematical procedure of gathering information from all the relevant resources about a particular subject is known as data collection. It involves gathering observations and measurements which enables one to gain knowledge and unique insights into a particular topic or a subject. The process of gathering information is divided into two distinct categories:

➢ Primary - Primary data is information that is gathered for the first time, usually for research purposes, through personal experiences or other tangible evidence. It is also known as raw information or first-hand knowledge. The method of information gathering is expensive because the analysis is carried out by a company or external organisation, which requires human resources and investment. The process of gathering data is directly under the investigator's supervision and control.

The majority of the data is gathered through various methods, including observations, physical examinations, mailed questionnaires, surveys, in-person interviews, telephone interviews, case studies, focus groups, etc. Using the primary data has the benefit of allowing researchers to

gather data specifically for their study's objectives. Fundamentally, the questions the researchers face are aimed at gathering the information they need for their research. By conducting their own surveys, interviews, and direct observations, researchers gather the data.

➢ Secondary – Secondary data is information that has already been gathered and recorded by some researchers for reasons other than the current research issue. It is available in the form of information gathered from various sources, including government publications, censuses, organisational internal records, books, journal articles, websites, and reports, among others. This method of data collection is inexpensive, easily accessible, and time and money efficient. The information was gathered for another purpose, so it might not be accurate or meet the current research goal, which is the only drawback.

We chose secondary data for our data collection task. We went to official college websites as well as other sites that were pertinent and already had the information we required.

The responsibility of contacting those placement coordinators via mail regarding possible openings in our organisation for various job profiles came once the data had been collected and organised. A mail regarding Internship Empanelment request was sent. Some of them responded with questions. We responded to their questions and asked them to suggest qualified applicants for our company.

First sheet (rows 23–45)

#	C	D	E	F	G
23	Tulsiramji Gaikwad- Patil College of Engineering and Technology	Arpesh Chirde		7263064779 arpesh.tpo@tgpcet.com	Sai Kauthkar
24	Dayanand Sagar College of Engineering	Payal Mandal		9916986979 placement1@dayanandasagar.edu	Sai Kauthkar
25	Amritsar College f Engineering and Technology	Gaurav Tejpal		9888300111 gaurav_tejpal@acetedu.com	Sai Kauthkar
26	Seemanta Engineering College			9438350300 tnp@seemantaengg.ac.in	Sai Kauthkar
27	Rourkela Institute of Technology		0661 2661164	principal@ritrkl.ac.in	Sai Kauthkar
28	RKDF University			tpo@rkdf.ac.in	Sai Kauthkar
29	Rewa Engineering College	Vikash Sharma		9074493296 tporewarec@gmail.com	Sai Kauthkar
30	Gandhi College of Engineering	Dr R R Sabat		7381054234 ratiranjan.sabat@gec.edu.in	Sai Kauthkar
31	Mallabhum Institute of technology	Animesh De		3244201060 animeshdde@gmail	Sai Kauthkar
32	Vasireddy Venkatadri Institute of Technology	Karayil Suresh Babu		9490750007 karayilsuresh@vvit.net	Sai Kauthkar
33	Maghnad Saha Institute of Technology	Subhadra De		9830421922 subhadraofficial@gmail.com	Sai Kauthkar
34	Raghunath Prasad Sharma Institute of Technology			9798999946 info@rpsit.org.in	Sai Kauthkar
35	Geeta engineering College	Anish Shandilya		8684891000 anish@geeta.edu.in	Sai Kauthkar
25	Amritsar College f Engineering and Technology	Gaurav Tejpal		9888300111 gaurav_tejpal@acetedu.com	Sai Kauthkar
26	Seemanta Engineering College			9438350300 tnp@seemantaengg.ac.in	Sai Kauthkar
38	Baba Mohan Das College of Education	Dr Som Prakash		1281206581 bmdkartik@gmail.com	Sai Kauthkar
39	JKP Polytechnic			8059000672 jkppolytechnic@gmail.com	Sai Kauthkar
40	Surabhi College of Engineering and Technology		0755-2885242	surabhi.cet@gmail.com	Sai Kauthkar
41	Vindhya Institute of Technology and Science	Sanjay Gupta		7612905159 sanjit@rediffmail.com	Sai Kauthkar
42	KMBB College of Engineering and Technology			9238046489 admission@kmbb.in	Sai Kauthkar
43	Orissa Engineering College	Satyanarayan Patra		9338764986 satyanarayanpatra@gmail.com	Sai Kauthkar
44	Padmanava College of Engineering		0661-2649555	placement@pcerkl.ac.in	Sai Kauthkar
45	Nua College of Engineering and Technology		7118-661100	info@nuvaedu@gmail.com	Sai kauthkar

Second sheet (rows 1–23)

#	COLLEGE'S NAME	PLACEMENT CORDINATOR'S NAME	PLACEMENT CORDINATOR'S NUMBER	Placement Coordinator Email ID	HR INTERN
2	Sardar Patel University	Dr D.B.Shah	02692-236 829	dbshah66@yahoo.com	Sai Kauthkar
3	Goa Institute of Management		0832-2366700	admin@gim.ac.in	Sai Kauthkar
4	G H Raisoni College of Engineering	Mr. Pankaj Ramtekkar	8149929319 tnp_ghrce@raisoni.net		Sai Kauthkar
5	Shri Guru Gobond Singhji Institute of Engineering and Technology	Balaji Rajendra Bombade	2462229281 b.r.bombade@gmail.com		Sai Kauthkar
6	Jawaharlal Darda Institute of Engineering and Technology	Mr M.K. Popat	9096746855 mohit.popat@jdiet.ac.in		Sai Kauthkar
7	Cummins College of Engineering for Women	Amit Rajurkar	9822493920 placements@cumminscollege.in		Sai Kauthkar
8	MIM - MITCON Institute of Management		020-66289600	info@mima.edu.in	Sai Kauthkar
9	Government College of Engineering		07172-227664	office.gcoechandrapur@dtemaharashtra.gov.in	Sai Kauthkar
10	Ballarpur Institute of Technology		07172-243061	bit.ballarpur@gmail.com	Sai Kauthkar
11	Rajiv Gandhi College of Engineering and Research	Mr. Shashant Jaykar	9975775632 rgcertpo@gmail.com		Sai Kauthkar
12	Bajaj Institute of Technology	Dr Parag K.Kombe	7152255770 bit.bit.shikshamandal.org		Sai Kauthkar
13	Datta Meghe Institute of Engineeering, Technology and Research	Mr Sunny.G.Gandhi	7030707370 sunnygandhi09@gmail.com		Sai Kauthkar
3	Goa Institute of Management	Mrs Kavita Pandey	0832-2366700	admin@gim.ac.in	Sai Kauthkar
15	Mody university	Mr Sudharshu K Sinha		8789908007 ghtcoe@modiuniversity.ac.in	Sai Kauthkar
16	Lachoo Memorial College of Science and Technology	Noel Rahul Shaw		9829255046 tpo@lachoomemorial.org	Sai Kauthkar
17	Renaissance University	Bhoomika Juneja		9755522702 bhoomika@indoreindira.com	Sai Kauthkar
18	M B Khalsa College		731-2383489	placement@mbkhalsacollege.com	Sai Kauthkar
19	Jabalpur College of Engineering	Prashant Kumar jain		9329539086 pjain@jecjabalpur.ac.in	Sai Kauthkar
20	Sacchinand Sinha College , Aurangabad	Vijay Kumar Singh		9110165106 vksingh9934@gmail.com	Sai Kauthkar
21	Vidya Vikas Institute of Engineering and Technology	Supriya		8212471232 supriya.vls@gmail.com	Sai Kauthkar
22	Shri Sant Gajanan Maharaj College of Engineering	Dr V K Thute		9422926420 tpossgmce@gmail.com	Sai Kauthkar
23	Tulsiramji Gaikwad- Patil College of Engineeering and Technology	Arpesh Chirde		7263064779 arpesh.tpo@tgpcet.com	Sai Kauthkar

Following this, a list of applicants who would be interviewed was provided. Conducting interviews was the next duty. I was assigned to conduct the interview of 18 applicants of different job profiles including Digital Marketing, Business Developer, Content Writing, Graphic design, Web Developer, Human Resource Management. Slight research into each profile was necessary for this. With the assistance of our mentors and with research we were able to develop general and profile-specific interview questions that would allow us to assess each candidate's level of knowledge and comfort in the field. After framing the questions, interview over the phone was conducted.

Few of the candidates were uncooperative, making the work of conducting interviews challenging. However, it was essential to do this in order to hire the best candidate. It enabled us to reduce the list and make an informed choice thanks to the interviews, which provided insight into each candidate's ability. The interviews gave the us the chance to learn more about each candidate's background, experiences, and qualifications. They also supplied essential information.

The prospective applicants were chosen. In order to ensure accountability and openness, records of who was employed and who was rejected, as well as the factors that led to those decisions, were all maintained.

A discussion or conversation between a candidate and a potential employer is known as an interview. It is a selection procedure made to help employers in assessing candidates' abilities, assessing their personalities and character traits, and evaluating their subject matter expertise. In this formal interview, the employer tries to analyse the candidate for information. Interviews typically take place in the final stage of the hiring process and aid employers in choosing a qualified applicant for a position. It is essential to the entire process of choosing a candidate.

Types of Interview

- Structured:

  It is the standard interview format. The interviewer will ask the interviewee predetermined, uniform questions that apply to all applicants. It is the kind of interview that offers the

chance to objectively assess the skills and abilities of every applicant. The interviewer can compare the answers and pick the best one using these questions as well. This type of interview is particularly useful for recruiters who want to select candidates with the same qualifications and experience as it allows them to evaluate each one fairly.

- Unstructured:

It is just the opposite of structured interviews. It is a free-flowing conversation. This type of interview is also known as Informal interview. Here the interviewer already has a definite idea in mind about the questions to be asked. Generally, questions are made and asked during the interview. These questions can change according to the responses the candidate gives. An unstructured interview does not follow any formal rules and procedures. The interviewer has much more freedom of thought and exploration because they can follow any lead based on the candidate's responses.

- Telephonic Interview:

Telephonic interviews are less expensive and time-consuming because they are conducted over the phone. The interview process allows the business to choose qualified candidates for the position. Its primary goal is to narrow the pool of candidates and select the top ones for employment. These provide a more accurate assessment of interviewee intelligence and social skills. Usually, the unexpected call from the recruiter surprises the candidates. They do have a disadvantage, though, in that the candidate might panic as well as be surprised. Answers must be provided in a specific amount of time.

- Video Interview:

Due to their speed and affordability, various video conferences, online chats, or messaging are used as one of the newest methods of interviewing. Time and money are saved. The best thing about these interviews is that neither the interviewer nor the interviewee has to be present, not even on the same region. Similar to a personal interview, you find out about the interview from the recruiter a few hours before the scheduled time. If the interviewee lives a long way away and for good reason cannot travel to the interviewer's location, it is conducted. This concept of

remote interviewing has become increasingly popular in recent years due to its convenience and cost-effectiveness.

- Panel Interviews:

A candidate is interviewed by a panel of company members, typically more than two, during a panel interview, also referred to as a board interview. To determine whether a candidate is qualified, each assigns a different score to them. Panel interviews are impractical for organisations that conduct numerous interviews each day because candidates are frequently the targets of personal biases.

- Open-Call Interviews:

Open call interviews, also referred to as walk-in interviews, are conducted on the spot without a list of predetermined questions. Depending on the candidates' responses, the questions change. The majority of these interviews are for seasonal or temporary positions. Walk-in interviews are great for employers to fill jobs quickly, as they can make quick decisions based on the responses of the candidates in the interview.

- Stress Interview:

These types of interviews are extremely uncommon. In order to test the interviewee's mental strength and determine how they will handle the crisis at hand, the interviewer places them in a stressful situation. By asking numerous questions at once, the interviewer frequently causes the interviewee to become anxious. It is done to determine if the candidate can handle a crisis without panicking. This kind of interviewing method tests the candidate's communication and problem solving skills in a unique way, making sure that the individual is well suited for a particular job.

- Depth Interview:

It distinguishes the interviewee thoroughly, as the term implies. These highlight discovery and fine detail. The candidate's life story, academic accomplishments, interests, pastimes, and professional work history are all covered. Here, the interviewer is a listener who is interested in learning more about the candidates. Because of this, he or she gives the candidates more time, a freer flow of conversation, and a polite and friendly attitude.

Regarding success, we chose telephone interviews because they were conducted during COVID. Telephonic interviews proved to be the most convenient option in the context of the COVID pandemic as it allowed us to successfully conduct interviews without the need for physical interaction and still effectively evaluate the applicants

After the candidates were chosen, we were instructed to collect necessary documents of the candidate. And once the documents were received we sent offer letter to them via mail so they could digitally sign them within a set period of time. This process ensured that the offer letters had been read and all the terms and conditions set are accepted by the candidates. (An offer letter is a document that a company gave to a potential employee explaining the requirement of that person's employment). The documents and scanned copy of the signed offer letter were securely stored. it in our system.

As a result, the on boarding process officially began without a hassle.
We then called them as a follow-up to make sure they had received and properly understood the offer letter, to make sure they had all the required paperwork, and to answer any questions they might have had. This process also served to create a greater sense of transparency and trust between the company and the candidate.

Afterward, a mail was sent to welcome them to our company. This email asked new interns to join the appropriate WhatsApp groups for further communication and included the duration of the internship and the date of their orientation programme.

The following step was to upload all of the interns' documents to a box file to which we had granted access. It was a challenging task since it involved ensuring that the documents were being uploaded in the right way.

The next step was to create the candidate's profile on the HRMS Portal. In a meeting for this task, the director and our mentors gave us information about HRMS and task instructions.

Human Resources Management System is referred to as "HRMS." It refers to a group of applications that businesses use to control their internal HR operations. HRMS software

assists HR professionals in handling the modern workforce, including payroll, recruitment, benefits, training, talent management, employee engagement, and attendance.

We were given standard passwords to access the application's portal. we created the profile of the interns allocated to us. They were supposed to upload their documents to that app after receiving an activation link and fill out all of their personal information. We were then responsible for entering all of the details into the system and checking that the documents, such as identity proof, address proof, educational certificates, etc., were valid and correct. Their employee id was created after we verified these documents and information.

Working on the formalities for leaving was our final task. We provided the intern with a completion certificate, a legal document certifying to the intern's successful completion of the specified internship with the organisation and a LOR (letter of recommendation), a letter recommending a candidate for a position and this letter enables the enrolment committee to learn more about the candidate ,highlighting the applicant's strengths and most important information as seen through the mentor's eyes. Our mentors provided us with instructions on how to prepare these certificates.

3.3 WHY CAMPUS RECRUITMENT?

Since the beginning of time, campus recruitment has been one of the main methods of hiring. This source of recruitment never goes out of fashion. According to the studies, job market is more dependent on young talent now than ever before.

The following are some factors that make campus hiring the most advantageous and profitable method:-

- **Massive Talent Pool**

Due to the availability of students and their desire to be chosen among peers, when recruiters visit campuses for hiring needs, they end up with a large pool of applications. This facilitates having a wide variety of potential candidates to select from. A company has a wide range of talent options because not all students are created equal. When a position becomes available that matches their skills, they can even choose exceptionally gifted students as future references. Companies frequently have the opportunity to choose students with a diverse range of abilities and talents as well as even more diverse experiences.

- **Improvement in retention rate**

It is common knowledge that workers frequently feel more devoted to their first employer. They will feel a sense of ownership and responsibility if they are made to feel welcome and appreciated. Campus Recruitment enables the chance to bring on board people who will be easily committed, engaged, and dedicated to the organization by hiring people as soon as they graduate. They frequently show greater employer loyalty than any other generation. They will be fully committed to the success of the business.

- **Strong Relationship**

Businesses that conduct campus interviews and subsequent hiring at a specific college or educational institution end up building a strong relationship with the concerned college and its students. A long term relationship is built between the organization and educational institutions. This encourages more students to apply for summer internships, training programs, projects, etc. Therefore, campus recruitment aids in creating a strong pipeline for following year's hires as well.

- **Bring new knowledge and skills**

Students are a great source of recent information. They can offer fresh perspectives and alternative approaches to problems that a business may be currently facing. They are more skilled at innovative thinking. Students are therefore a great asset to any business because they can propose creative solutions that may not have been thought of before. They are also more likely to be willing to take on risky tasks, which can be very advantageous for businesses as taking risks often leads to success and growth. They are more familiar with technology and if not they adapt fast.

- **Helps in reducing cost**

Along with other benefits of campus placement including engaging opportunities, increase in retention rates, new knowledge and skills, easily adaptable, organizations can also save money on employee salary while still enjoying other benefits. A student or recent graduate is always willing to "sacrifice" their salary to secure an opportunity that will allow them to learn, put their knowledge and skills to use, and gain experience, expand their professional networks, and advance in their careers. By creating a well-structured campus recruitment strategy, an organization can have the benefits of engaging a motivated and adaptable workforce with up-to-date knowledge and skills, while saving money in terms of employee salaries

4. <u>SUGGESTIONS AND CONCLUSION</u>

4.1 CONCLUSIONS

This study emphasises the value of campus recruitment and how important it is to choose effective recruitment tactics in order to ensure that best talent is recruited and also challenges faced during the process with special reference to SuccessR.

SuccessR's recruitment strategy includes campus recruitment and each task given to us enabled us to fully comprehend the procedure. We learned how campus recruitment contributes to an organization's success.

We learned how crucial it is to gather information from reliable sources in order to guarantee that the data is accurate through the task of data collection and sending emails. Understanding how mail is handled and how to address senior authorities was also helpful.
With reference to SuccessR, the secondary data was collected through the official website of the colleges.

Every organization's recruitment strategy includes interviews as a crucial step. This process allows employers to asssess the skills of candidates and evaluate if the candidate is fit for the job. There are many ways of conducting an interview.
With reference to SuccessR, interview was conducted over the phone.

With this we come to conclusion that, if campus recruitment strategies are implemented correctly, this will result in the growth and success of the organisation. Campus recruiting can greatly assist businesses and candidates by connecting with applicants online, creating an attractive brand, and hiring a team of individuals with diverse backgrounds.

The performance of an organisation is significantly impacted by one of the human resource management activities: recruitment. Public sector organisations are still taking a very long time to develop and adopt new, effective hiring approaches, despite the fact that it is widely acknowledged that poor hiring practises continue to hinder organisational performance and

goal achievement. Top talent needs to be attracted and retained if an organisation is to succeed. As the job market becomes more competitive and the range of skills available expands, recruiters must be more selective in their selections because making bad hiring decisions can have long-term negative consequences, such as high training and development costs to reduce the likelihood of poor performance and high turnover, which, in turn, can have negative effects on the organization.

And one of the effective recruitment practice that company conducts is Campus Recruitment. Campus recruitment or campus placement is an outside source of hiring where colleges and universities and other educational institutions provide opportunities to hire students. As part of this procedure, organisations travel to various institutions to directly hire students for open positions. In addition to saving time and money for the organisations, this process gives students the chance to make an informed choice about their future career. Both businesses and students can gain from the campus recruitment process. Organizations are using it more frequently to fill new positions or hire talented student.

Campus recruitment's main goal is to find talented and qualified professionals before they finish their education. Employers can guarantee that their organisations have the best and most qualified employees by using campus recruitment.

This process shortens the time it takes for a field to select candidates who meet their needs. Because it is a laborious process, most businesses find it challenging to find the right talent.

The companies that train students for placement are responsible for ensuring that they are knowledgeable about all facets of career development and have made a positive impression on them, making them feel that every minute spent in the placement training session is worthwhile and will help them land jobs with their dream companies. Students, colleges, and businesses all benefit from campus recruitment. Campus recruitment provides a win-win situation for all.

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4.2 SUGGESTIONS

Success was a great place to work, but there are some changes that the organisation could make.

The company could use video interviewing and video profiles in addition to telephone interviews. Organizations can effectively learn about the personalities of potential candidates through video interviews and profiles.

Making sure that right people are hired is the first step in ensuring diverse and welcoming environment. The best way to achieve this is to set up a hiring procedure that is entirely impartial and objective and that enables you to connect and interact with the appropriate audiences, wherever they may be.

The company should concentrate on building brand recognition on college campuses. Focusing on college campuses is a great way to create brand awareness, as students are always looking for ways to stand out and be unique.

They should have more lively social media presence that encourages and participates in debate. In this way the can show students why they are great places to work and what they have to offer by using digital channels.

To establish relationships with students, they should attend more campuses and career fairs in addition to the online recruitment process. This gives the recruiters an opportunity to meet students face-to-face, build relationships, and promote their organizations. This gives the advantage to create a positive brand image.

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